

Any other utility (e.g., gas, electric) would contact its customers if there were an extreme overage in a customer's pattern of usage. Wireless phone companies in particular have the technology to provide their customers an automated warning if they exceed their limits on a wireless plan they signed up for. While companies such as Verizon Wireless could have benefited long term from the public goodwill engendered by voluntarily instituting such warning systems and by developing a simple text-message-blocking system, they have not done so in the United States. For this reason, an FCC requirement that mobile-phone companies give their customers a timely notice when their usage exceeds their contractual plan would be of immeasurable benefit to the consumers. Such a requirement would, in the long term, also benefit the industry because of the goodwill and trust that such measures would generate among the consumers.